

Appln No. 09/923,829

Amdt date April 11, 2005

Reply to Office action of January 10, 2005

REMARKS/ARGUMENTS

Claims 1, 3-7, 9-13, 15-18, and 20-25 are now pending in this application in light of the above amendments. Claims 1, 7, 15, and 20 have been amended. Claims 2, 8, 14, and 19 have been canceled. Claims 23-25 have been added. The amendments find full support in the original specification, claims, and drawings. No new matter has been added. In view of the above amendments and remarks that follow, reconsideration, reexamination, and an early indication of allowance of the now pending claims 1, 3-7, 9-13, 15-18, and 20-25 are respectfully requested.

Claims 1-22 are rejected under 35 U.S.C. 102(e) as anticipated by Bowman et al. (U.S. Publication No. 2003/0037072). Applicant respectfully traverses this rejection.

Independent claims 1 and 7 recite "selecting by the processing device advertising content based on the viewer profile." (Emphasis added). Nothing in Bowman teaches or suggests that the disclosed ads are selected "based on the viewer profile." Instead, Bowman states that "[m]aterial contained in that ad or solicitation typically would be related to commercial or other interests of the sponsor (e.g. the material could be directed to publicizing an event hosted by a governmental sponsor)." (par. 0043) (Emphasis added). Thus, instead of ads being catered to the viewers based on their profile information, the ads in Bowman are catered to the interests of the sponsor.

Claims 1 and 7 are further distinguishable from Bowman because they have now been amended to recite that a particular

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viewer responding to a viewer reaction query "is awarded an entry into a sweepstakes." In marked contrast, people responding to ads in Bowman simply receive stamp credits. There is nothing that teaches or suggests that such people are "awarded an entry into a sweepstakes" as is required by the amended claims. Accordingly, claims 1 and 7 are now in condition for allowance.

Claims 3-6, 9-13, 15-18, and 20-22 are also in condition for allowance because they depend on an allowable base claim, and for the additional limitations contained therein.

With respect to claims 6 and 12, these claims require "generating a chat broadcast message from the first viewer's comments" and "transmitting the chat broadcast message to a plurality of viewers." The Examiner cites paragraphs 0015, 0019, 0020, 0042, 0043, 0053, 0060, and 007 of Bowman as teaching these limitations. However, there is no indication in any of these passages that the system generates or transmits a chat broadcast messages.

Claims 13-22 are rejected under the same rationale as claims 1-12. However, claims 13-22 add limitations that are not included in any of claims 1-12. For example, claims 15 and 20, as amended, recite that "the pre-determined criterion is receipt of viewer responses from viewers associated with the stored viewer identifiers within a predefined time period." Claims 16, 17, 21, and 22 further specify what is included in the recited "viewer profile." None of these limitations are taught nor suggested in Bowman. However, should the Examiner maintain the rejection, Applicant respectfully requests that the Examiner

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apply the cited reference against claims 13-22 in order to give Applicant a fair opportunity to respond.

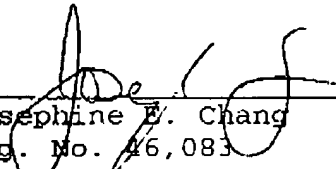
Claims 23-25 are new in this application. Claim 23 recites "randomly selecting, under control of the computer, a responding viewer from the plurality of viewers transmitting the viewer reaction responses, wherein the selected viewer is awarded an incentive." In contrast, each of the responding users in Bowman are awarded stamp credits, and are not selected "randomly." Claim 23 is therefore in condition for allowance.

Claims 24-25 depend on claim 23, and are therefore also in condition for allowance. In addition, claim 24 adds the limitation of "providing, under control of the computer, to each of the plurality of viewers transmitting a viewer reaction response, an entry into a sweepstakes." Claim 25 adds the limitation that "less than all responding viewers are awarded the incentive." These limitations are also not taught nor suggested in Bowman.

In view of the above amendments and remarks, Applicant respectfully requests reconsideration, reexamination, and an early indication of allowance of the now pending claims 1, 3-7, 9-13, 15-18, and 20-25.

Respectfully submitted,  
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